

## Customer Satisfaction: Survey of Missouri Adults

A survey summary by Organizational Results

### Background

This survey, conducted by Abacus Associates, Inc., populates data for five customer satisfaction measures for the MoDOT Tracker. The survey also asks other evaluative and priority questions that measure the public's support for various ways of raising and appropriating revenue for transportation. A professional calling center was contracted to obtain a representative sample of each of the 10 MoDOT districts, with a minimum of 350 respondents per district.

### General Satisfaction Findings

- More Missourians are satisfied with the job MoDOT is doing. (*Figure 2*)
- Missourians increasingly agree that MoDOT provides accurate, timely and understandable information about projects in their area. (*Figures 5-7*)
- Missourians increasingly agree that MoDOT considers their needs and views in decision-making. (*Figure 14*)
- Customer perception that MoDOT is the 'primary transportation expert' is up greatly from previous years but is relatively unchanged from 2007. (*Figure 20*)
- The Kansas City region is least likely to agree that MoDOT considers their needs and views in decision-making and are least satisfied with MoDOT's work. (*Figure 15*)
- Missourians continue to be split on whether MoDOT should place greater emphasis on major or minor roads. (*Figure 44*)
- When asked if "MoDOT roads meet my expectations for snow and ice removal," more than 75 percent agreed that their expectations are being met. (*Figure 23*)
- Fewer Missourians are satisfied with the transportation options available, besides their personal vehicle. This satisfaction is weakest across the middle of the state. (*Figure 17*)

### Funding Findings

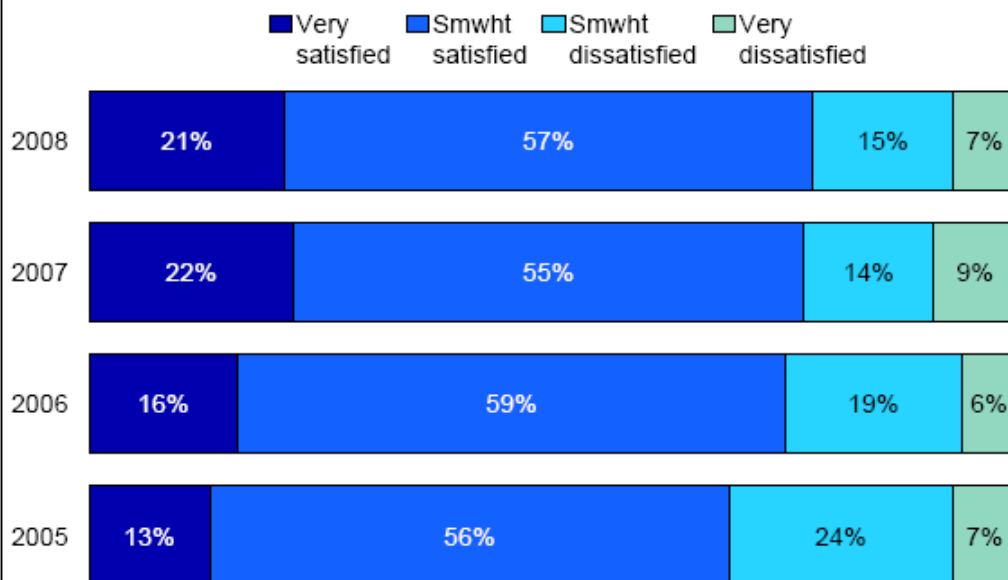
- Citizens ranked transportation (24 percent) second only to education (34 percent) and slightly ahead of public safety (21 percent), with economic development and social services tying for fourth. (*Figure 41*)
- Missourians continue to be split on whether tolls are a fair way to pay for highways. (*Figure 26*)
- Nearly 10 percent more respondents agreed that MoDOT does not receive enough funding to take care of existing roads/transportation facilities and build new ones. (*Figure 33*)
- In the order of most acceptable revenue generating methods, the respondents replied: 1) tolling, 2) general sales tax increase, 3) car registration/license fee increase and 4) fuel tax increase. (*Figure 35*)
- Nearly 80 percent of Missourians continue to believe statewide revenue sources should fund state highway projects rather than local communities. (*Figure 31*)
- Slightly more Missourians note that if more funding were available, MoDOT should concentrate on maintaining existing facilities rather than building more lanes and highways. (*Figure 42*)
- A new question in the 2008 survey, "Up to 25 percent of each transportation project's funds should be spent to incorporate bicycle and pedestrian facilities at the expense of other projects," found that most persons (53 percent) disagreed. (*Figure 29*)



Figure 2

Question 1

### More Missourians Are Satisfied With The Job MoDOT Is Doing



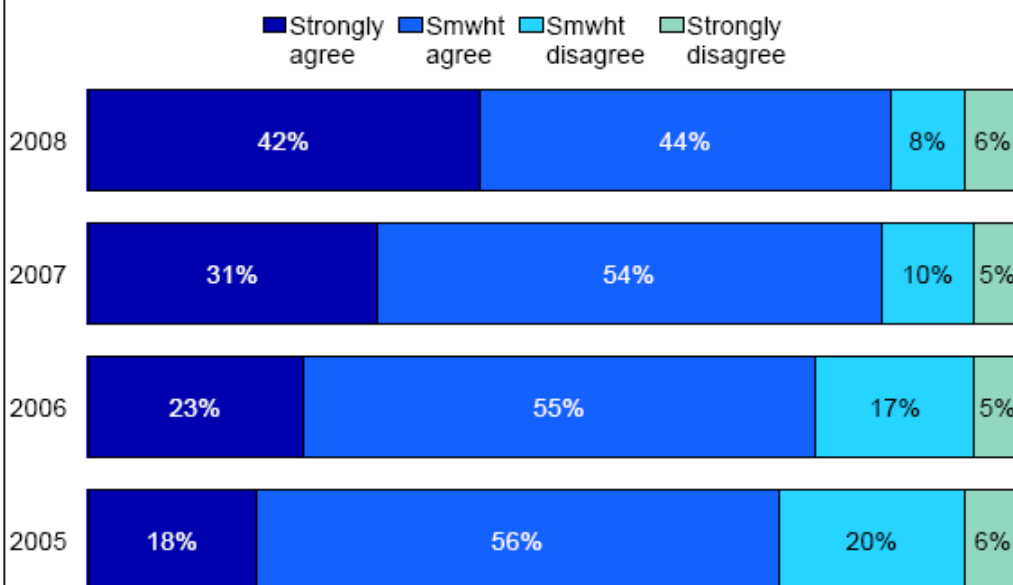
\*The responses of "Not sure" are excluded from this analysis.

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Figure 5

Question 2a

### Missourians Increasingly Agree That MoDOT Provides Timely Information About Projects



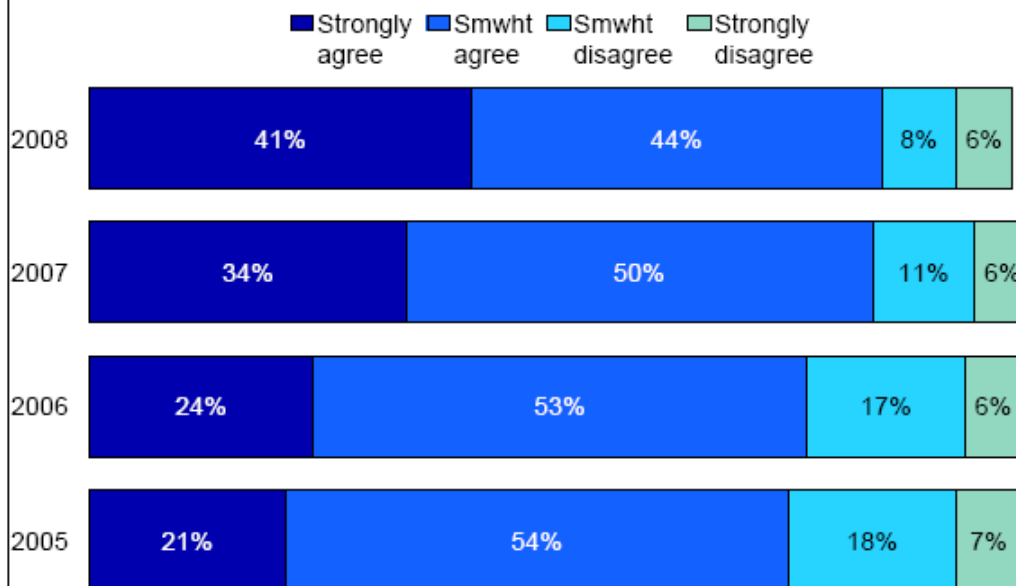
\*The responses of "Not sure" are excluded from this analysis.

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Figure 6

Question 2b

### Missourians Increasingly Agree That MoDOT Provides Accurate Information About Projects



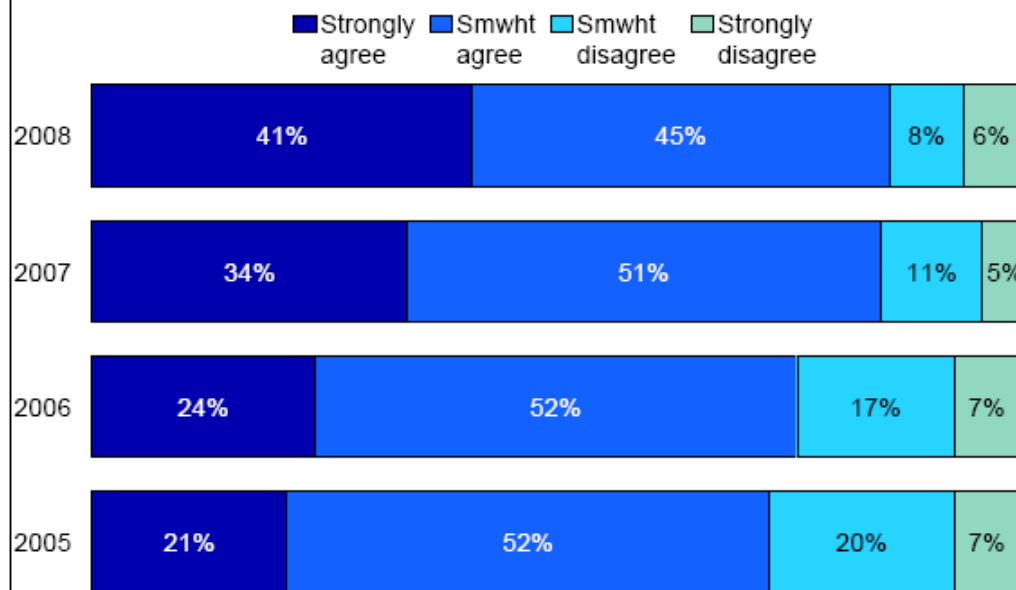
\*The responses of "Not sure" are excluded from this analysis.

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Figure 7

Question 2c

### Missourians Increasingly Agree That MoDOT Provides Understandable Information About Projects



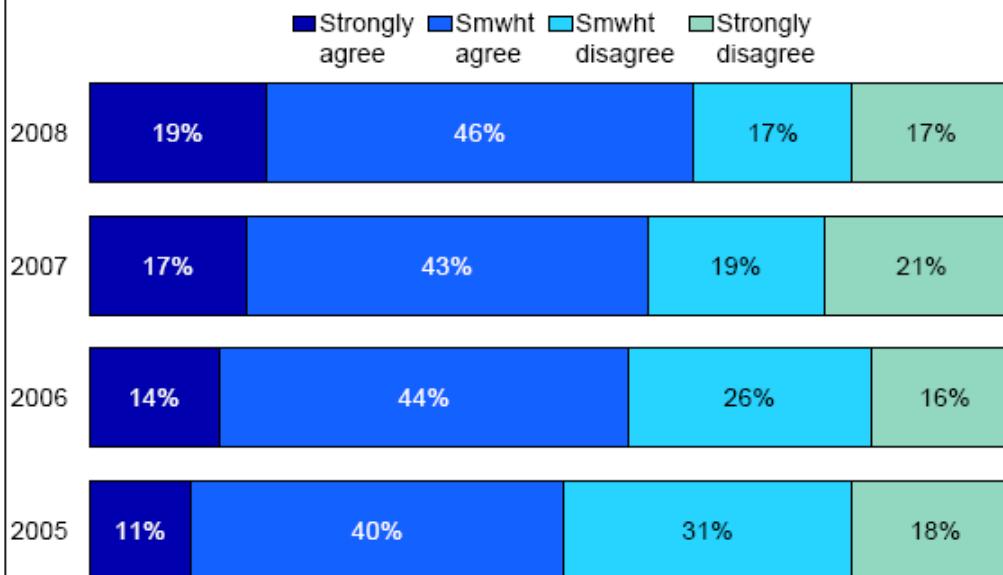
\*The responses of "Not sure" are excluded from this analysis.

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Figure 14

Question 2d

### Missourians Increasingly Agree That MoDOT Considers Their Needs And Views In Decision-Making



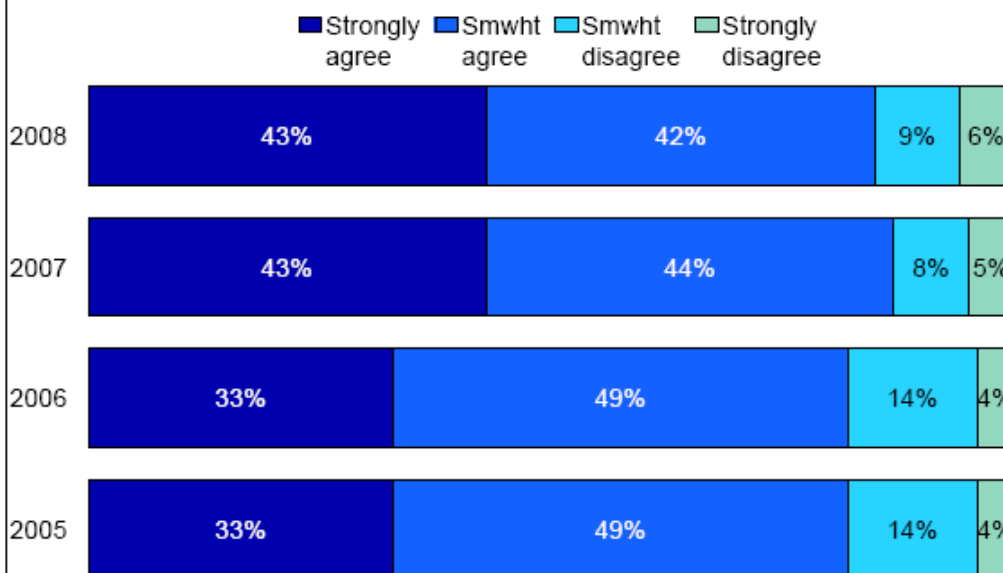
\*The responses of "Not sure" are excluded from this analysis.

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Figure 20

Question 2e

### Perception That MoDOT Is The Primary Transportation Expert Is Basically Flat From 2007; Up Greatly From Previous Years



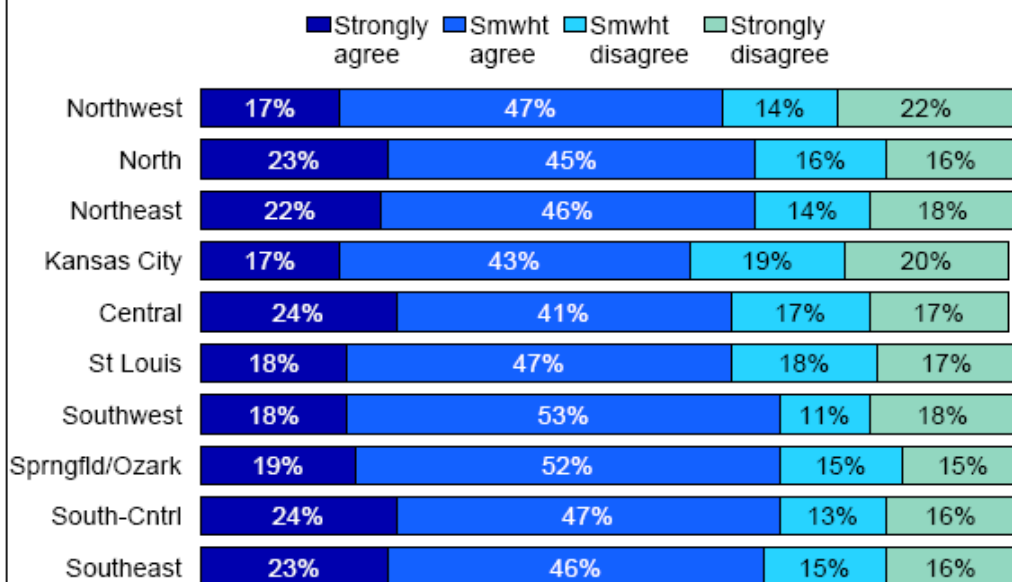
\*The responses of "Not sure" are excluded from this analysis.

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Figure 15

Question 2d

### Kansas City Region Least Likely To Agree That MoDOT Considers Their Needs And Views In Decision-Making



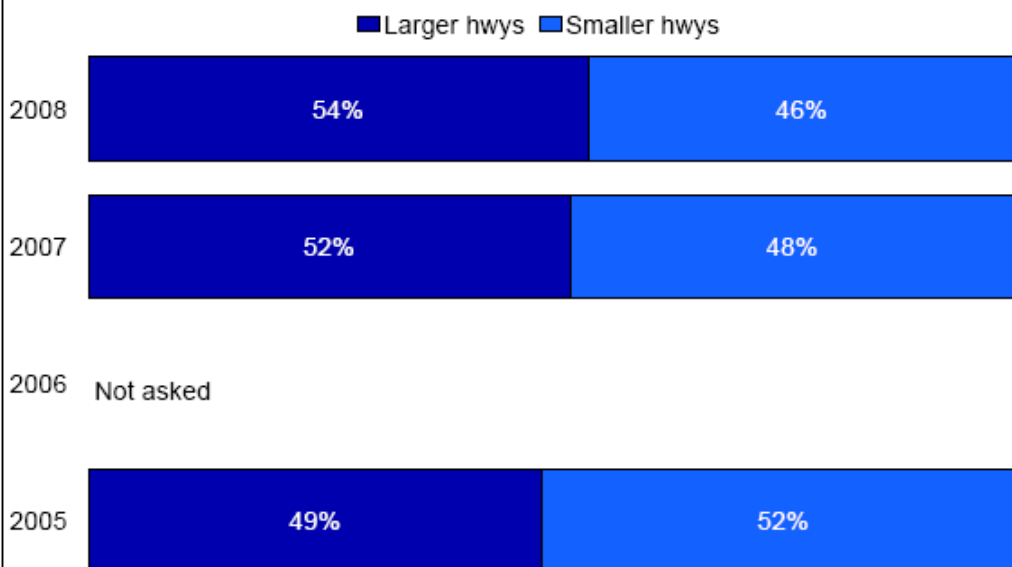
\*The responses of "Not sure" are excluded from this analysis.

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Figure 44

Question 7

### Missourians Continue To Be Split Over Whether Emphasis Should Be On Larger 4-Lane Hwys Or Smaller 2-Lane Roads



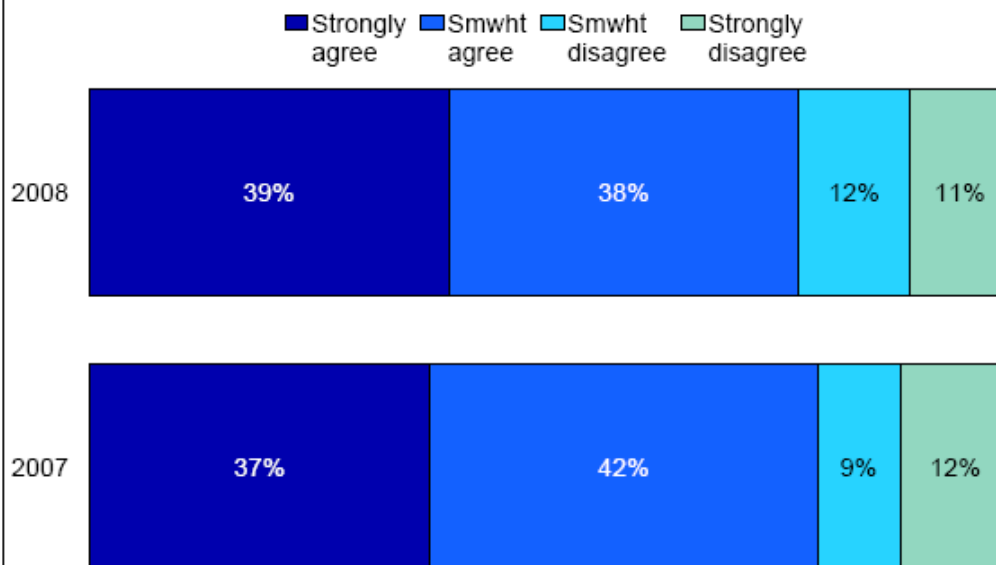
\*The responses of "Not sure" are excluded from this analysis.

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Figure 23

Question 2g

**As In 2007, Over ¾ Of Missourians Agree That MoDOT Roads Meet Their Expectations For Snow & Ice Removal**



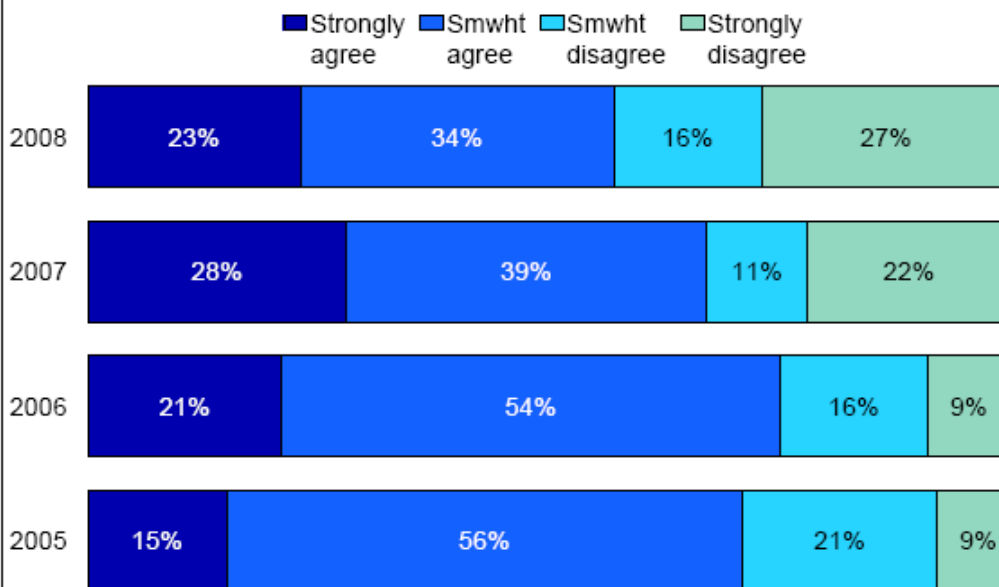
\*In 2007, question asked only about snow removal.  
The responses of "Not sure" are excluded from this analysis.

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Figure 17

Question 2f

**Far Fewer In Missouri Are Satisfied With Transportation Options Available Besides Personal Vehicle**



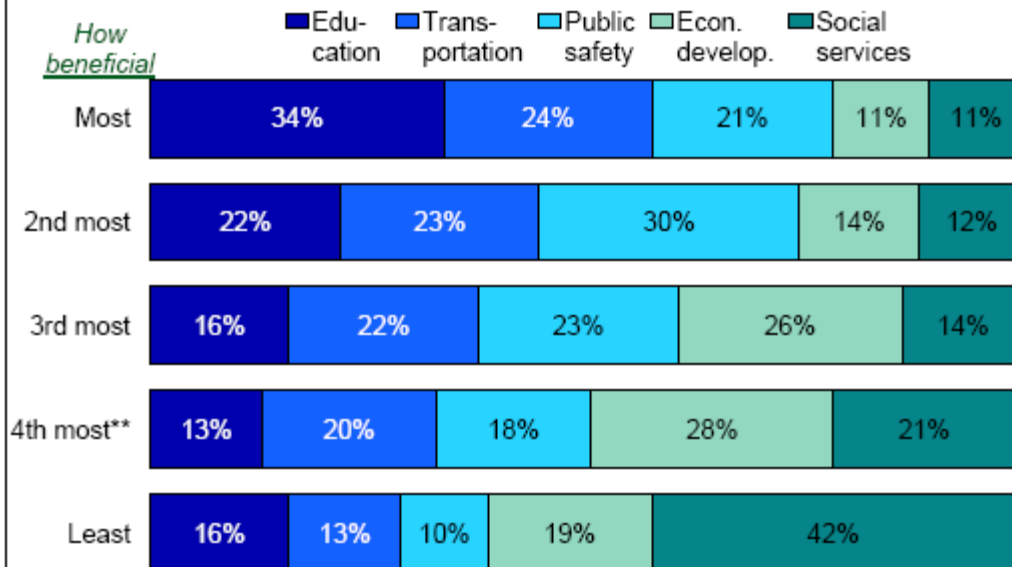
\*The responses of "Not sure" are excluded from this analysis.

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Figure 41

Question 8

### Missourians Consider State Expenditures In Education To Be The Most Beneficial; Social Services The Least Beneficial



\*The responses of "Not sure" are excluded from this analysis.

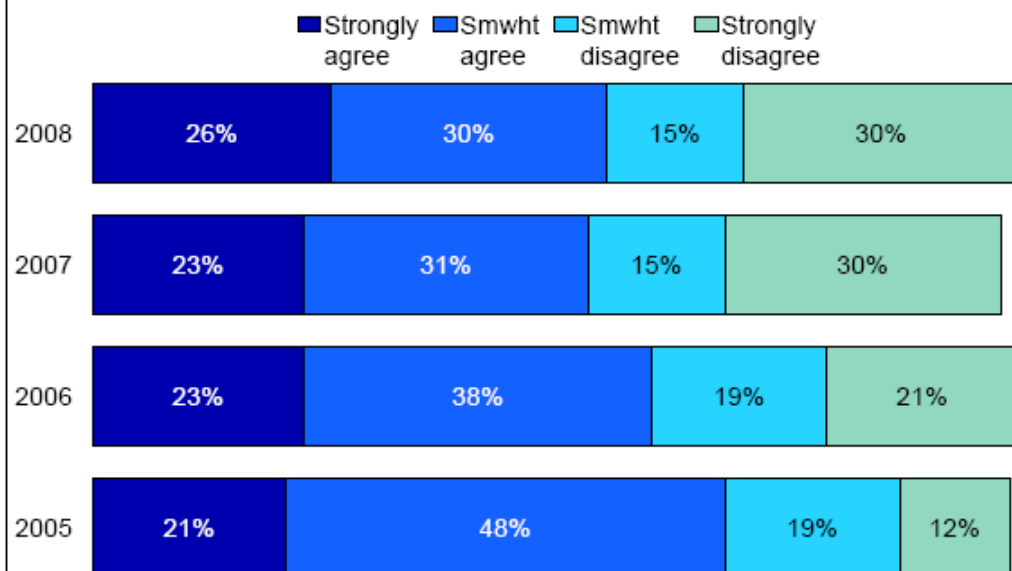
\*\*Not asked directly. Computed from the other responses.

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Figure 26

Question 2h

### After Dropping In '06 & '07, MOians Who Say Tolls Are A Fair Way To Pay For Hwys Holds; MOians Are Split On Question



\*The responses of "Not sure" are excluded from this analysis.

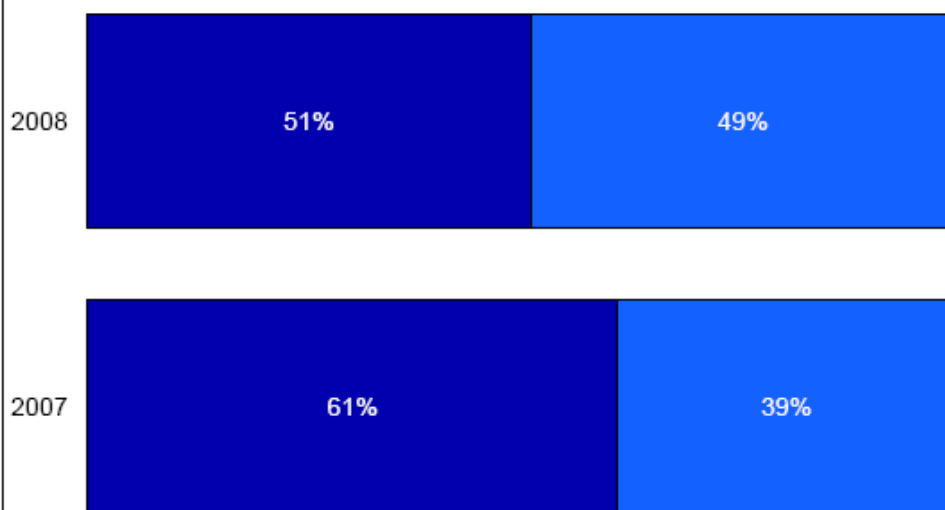
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Figure 33

Question 5

### Missourians Are Pretty Evenly Split Over Whether MoDOT Receives Enough Money; A Change From 2007

■ Yes enough ■ No not enough



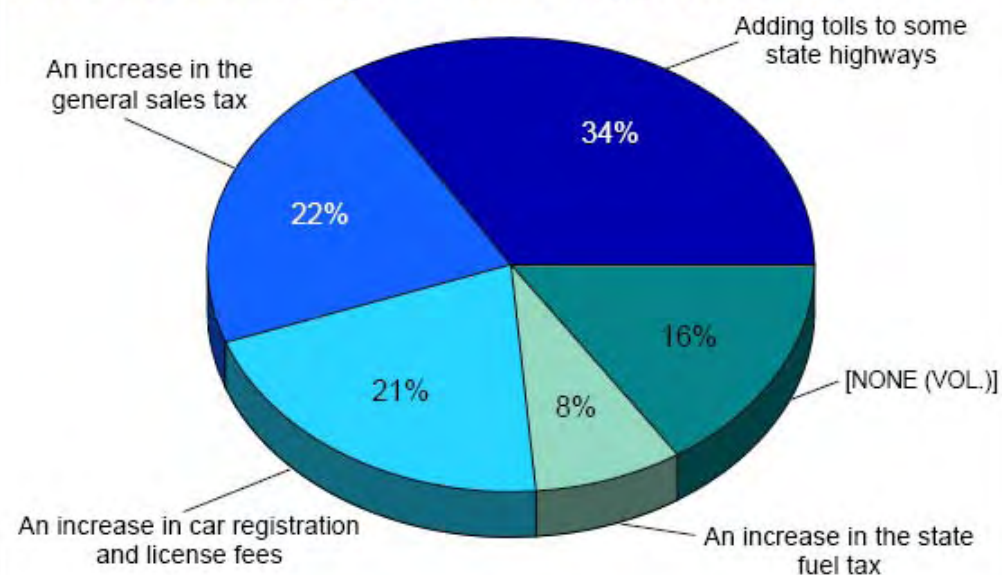
\*The responses of "Not sure" are excluded from this analysis.

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Figure 35

Question 6

### Tolls Are Most Acceptable Means Of Raising Transportation Revenue, Followed By Sales Tax & Reg/License Fees



\*The responses of "Not sure" are excluded from this analysis.

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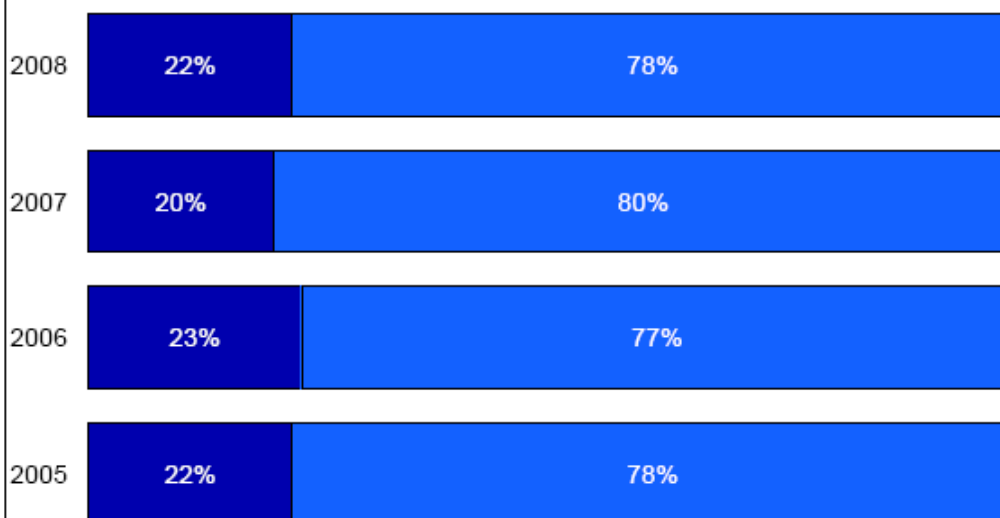


Figure 31

Question 3

**Over 3/4ths Consistently Believe Statewide Revenue Sources Should Fund State Highway Projects Over Local Communities**

Local sources Statewide sources



\*The responses of "Not sure" are excluded from this analysis.

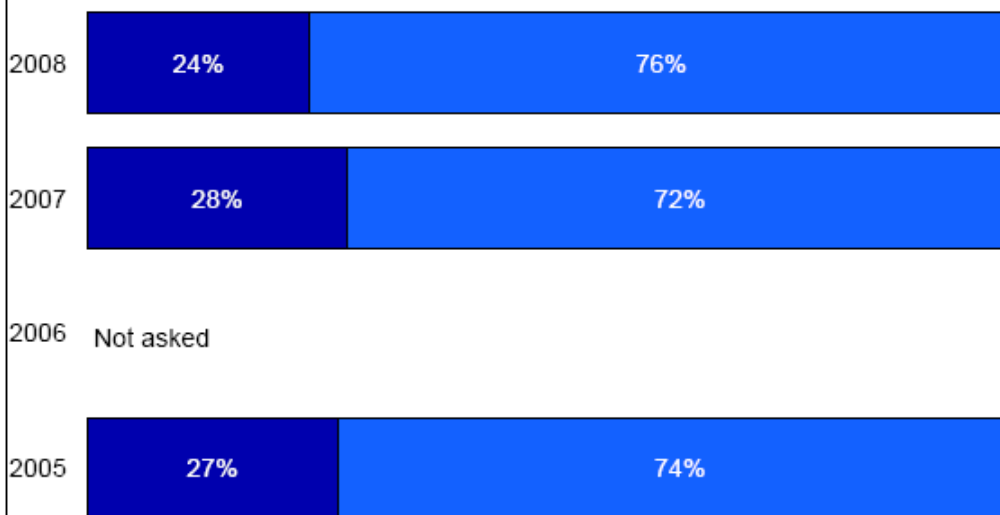
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Figure 42

Question 4

**Over 3/4ths Would Prefer Better Job Of Maintaining Existing Highways To Building More; A Slight Increase From 2007**

Build more Maintain existing



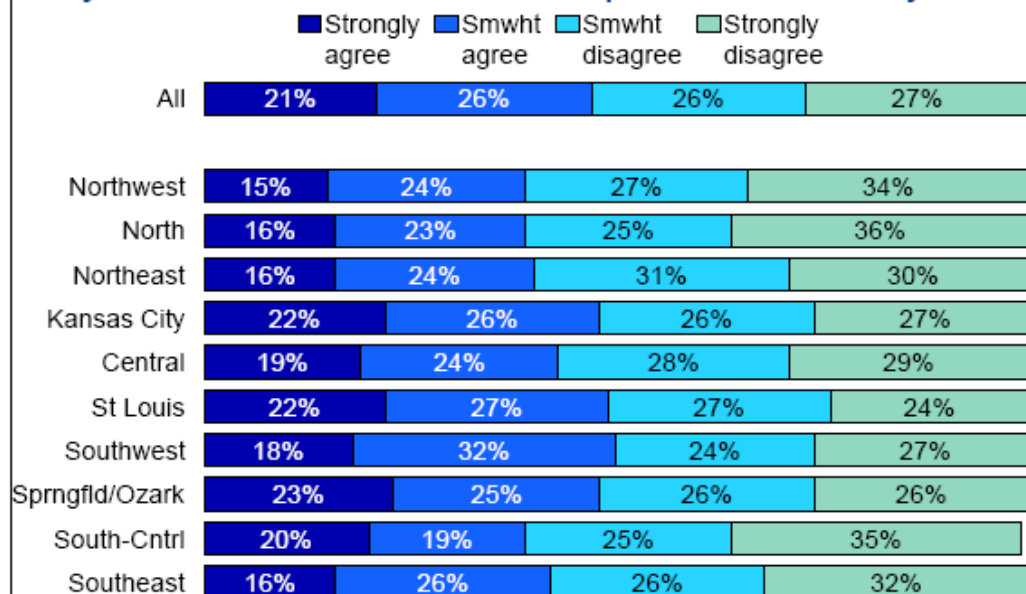
\*The responses of "Not sure" are excluded from this analysis.

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Figure 29

Question 2i

### Missourians Are Very Split On Spending Up To 25% On Bicycle & Pedestrian Facilities At Expense Of Other Projects



\*The responses of "Not sure" are excluded from this analysis.

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